



# ATENEO DE MANILA UNIVERSITY

## GRADUATE SCHOOL OF BUSINESS

Center for Continuing Education

### 18<sup>th</sup> Marketing Diploma Program

April 11 – July 25, 2015

Day/Time: Weekdays/5:30pm-9:30pm

Saturdays/9:00am-6:00pm

Topics	Dates
<b>INTRODUCTORY MODULE</b>	
Marketing Research (3 Days) <i>Mr. Greg Banzon</i>	April 11, 15, 16, 18
Segmenting, Targeting, Positioning (2 Days) <i>Ma. Eleonor Modesto</i>	April 29, 30, May 2
<b>INTERMEDIATE MODULE</b>	
Product/Price (2 Days) <i>Mr. Titoy Colayco</i>	May 6, 7, & 9
Place/Promotions (2 Days) <i>Mr. Ramon Reyes</i>	May 13, 14, & 16
Marketing Communications (2 Days) <i>Ms. Eleonor Modesto</i>	May 20, 21, & 23
<b>INTEGRATING MODULE</b>	
Brand Management (3 Days) <i>Mr. Tommy Lopez</i>	June 10, 11, 13, & 20
Services Marketing (3 Days) <i>Mr. Eric Soriano</i>	June 24, 25, 27, July 1 & 2
Strategic Competitive Marketing (2 Days) <i>Mr. Greg Banzon</i>	July 8, 9, & 11
Marketing Forum (1 Day)	July 25

*Schedules may change without prior notice.*

#### Breaks:

April 20 – 25

May 25 – 30

June 1 – 6

July 13 - 18

#### Holidays\*

May 1 – Labor Day (Regular Holiday)

June 12 – Independence Day (Regular Holiday)

July 18 – Eidl Fit'r (Regular Holiday)

**\*schedule as of March 9, 2015**

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